CLAIMS

1. A gas barrier coating material comprising polyvinyl alcohol (A), an ethylene-maleic acid copolymer (B), and a metal compound (D), wherein a ratio (A)/(B) between the polyvinyl alcohol (A) and the ethylene-maleic acid copolymer (B) falls within a range from (A)/(B) = 50/50 to 10/90 (weight ratio), the metal compound (D) comprises at least one compound selected from a group consisting of hydroxides, oxides, halides, carbonates, sulfates, nitrates, sulfites, and acetates of bivalent or higher metals selected from a group consisting of Mg, Ca, Al, Fe, Co, Ni, and Cu, and a quantity of the metal compound (D), expressed as an equivalent value relative to carboxyl groups within the ethylene-maleic acid copolymer (B), is within a range from 0.05 to 30%.

2. The gas barrier coating material according to claim 1, wherein the metal compound (D) is at least one compound selected from a group consisting of hydroxides and oxides of bivalent or higher metals selected from a group consisting of Mg, Ca, Al, Fe, Co, Ni, and Cu.

3. The gas barrier coating material according to either one of claim 1 and claim 2, wherein the metal compound (D) is at least one compound selected from a group consisting of Mg hydroxide, Mg oxide, Ca hydroxide, and Ca oxide.

4. The gas barrier coating material according to any one of claim 1 through claim 3, wherein the metal compound (D) is capable of reacting with a hydroxyl group or a carboxyl group.

5. The gas barrier coating material according to any one of claim 1 through claim 4, wherein a quantity of the metal compound (D), expressed as an equivalent value relative to carboxyl groups within the ethylene-maleic acid copolymer (B), is within a range from 0.05 to 12.5%.

6. A gas barrier laminate, comprising a plastic substrate, and a gas barrier layer formed from the gas barrier coating material according to any one of claim 1 through claim 5, wherein the gas barrier layer is laminated on top of the plastic substrate, either directly, or with an undercoat layer disposed therebetween.